An Analysis of Distributor Pocari Sweat Satisfaction

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The purposes of this study were (1) to analyze the factors influencing satisfaction of Pocari Sweat Distributors, (2) to analyze satisfaction level of distributors and (3) to recommend strategy in distribution partnership. The data were collected from Pocari Sweat distributors in Bali-West Nusa Tenggara, Central Java, East Java, Sumatra, Kalimantan, Sulawesi and Irian Jaya. The total amount of respondent are 27 distributors. Cluster Analysis, SEM, Gap Analysis, penalty reward, and index satisfaction were used to analyze the data. The result of the study showed that factors effecting the satisfaction were (1) coverage area, (2) incentive, (3) status of Pocari Sweat, (4) understanding of ASS to distribution order, (5) delivery guarantee, (6) skill of communications of ASS and (7) delivery of timely goods represent. The Distributors were categorized into three groups. First, the distributors that unsatisfied with PT AID respond for distributors complains and the mechanism of product return. Second, the distributors that unsatisfied with incentive, promotion support and addiction time tolerance given by PT AID. Third, the distributors that generally satisfied in cooperating with PT AID. The result suggested which components must be improved and evaluated by PT AID, one of them is incentive stipulating and also other related attributes or influence.